

STORE CLOSED MONDAY, LABOR DAY. TUESDAY MORNING AT 8 O'CLOCK SHARP WE START A

# Big Sale of Household Linens

## BLANKETS AND COMFORTS, SHEETS AND PILLOW CASES, BED SHEETINGS, ETC.

### A SALE THAT WILL CREATE THE MOST CONTAGIOUS ENTHUSIASM

This September sale of fine table and bed linens, blankets and comforts and bed spreads will offer beyond question the best values this city has known for many a day. It's an event that overshadows any trade occurrence of 1910. It involves almost every character and class of linens and bedding and the prices are astounding.

This sale is the culmination of one of the most successful trips our buyer has ever made. These achievements are remarkable, for it is no ordinary thing to be able to sell the newest and most dependable linens and bedding at such marked reductions from their regular prices. To tell of the various purchases made would require almost a volume. We give you merely the result of his labors, and it is told in language you cannot possibly misunderstand. While some of the values may appear a little sensational, remember the authenticity of their source—AUERBACH'S.

EXAMPLES OF THE VALUABLE PRICE SAVINGS FOR SEPTEMBER BUYERS OF LINENS AND BEDDING

#### A BIG SALE OF TABLE LINENS

HOW GREAT THE REDUCTIONS ARE MAY BE LEARNED FROM THIS LIST, SELECTED AT RANDOM FROM OUR COLLECTION.

40c Royal Bleached and East Turkey Red Table Damask, in various designs, go in this sale, per yard..... **22c**

50c Half Bleached and Full Bleached Table Linens, 58 to 64 inches wide, go in this sale, per yard..... **24c**

60c Dice Checked Silver Bleached Table Linens go in this sale, per yard..... **36c**

The best 75c German Table Linens, 60, 62 and 64 inches wide, go in this sale, per yard..... **46c**

50c Table Damasks, silver bleached and full bleached, 58 and 72 inches wide, warranted full linen, go in this sale, per yard..... **64c**

Napkins to match, value \$2.25, on sale, per dozen..... **\$1.69**

12 1/2 Satin Finished Table Damask, 2 yards wide, go in this sale, per yard..... **78c**

Napkins to match, value \$2.75, go at, per dozen..... **\$1.89**

11 1/2 Table Linens, Irish and German makes, go in this sale, per yard..... **89c**

Napkins to match, value \$3.00, go at, per dozen..... **\$2.20**

Best 1 1/2 Table Linens, bleached and silver bleached, go at, per yard..... **\$1.12 1/2**

Napkins to match, value \$3.50, go at, per dozen..... **\$2.48**

11 1/2 German Satin Finished Table Linens, on sale at, per yard..... **\$1.23**

Napkins to match, value \$2.50, go at, per dozen..... **\$2.48**

Best 2 1/2 Table Linens, bleached and silver bleached, go at, per yard..... **\$1.39**

Napkins to match, value \$4.00, go at, per dozen..... **\$2.85**

2 1/2 Double Satin Damask Table Linens, exquisite finished Damasks, in this sale, per yard..... **\$1.48**

Napkins to match, value \$5.50, go at, per dozen..... **\$3.85**

#### A BIG SALE OF TOWELS

HOW BIG THE REDUCTIONS ARE MAY BE LEARNED FROM THIS LIST, SELECTED AT RANDOM FROM OUR COLLECTION.

1-2c Face Towels go in this sale at, each..... **4c**

10c Huck Towels, fringed and hemmed, go in this sale at, each..... **6c**

15c Towels, Turkish and Huck, go in this sale at, each..... **9 1/2c**

20c Turkish Bath Towels, 20c Hemmed Huck Towels, 20c Fringed and Hemstitched Damask Towels, go in this sale at, each..... **11c**

25c Damask, Huck and Turkish Towels go in this sale at, each..... **15c**

20c Hemmed and Hemstitched Huck Towels, 20c Fringed and Hemstitched Damask Towels, 30c Bleached and Unbleached Turkish Towels, all go in this sale at, each..... **19c**

35c Damask and Turkish Towels, fringed, hemmed and hemstitched, all go in this sale at, each..... **24c**

All 45c Towels, Damask, Huck and Turkish, hemmed and hemstitched and fringed, go in this sale at, each..... **29c**

50c Towels go in this sale at, each..... **33c**

60c Towels go in this sale at, each..... **42c**

75c Towels go in this sale at, each..... **55c**

85c Towels go in this sale at, each..... **62c**

1 1/2 Towels go in this sale at, each..... **72c**

2 1/2 Table Linens go, per yard..... **\$1.74**

Napkins to match, value \$7.00, go at, per dozen..... **\$5.20**

2 1/2 Table Linens go, per yard..... **\$1.90**

Napkins to match, value \$7.50, go at, per dozen..... **\$5.70**

4 1/2 Table Linens go, per yard..... **\$2.85**

Napkins to match, value \$5.50, go at, per dozen..... **\$6.20**

#### A BIG SALE OF BED SHEETS AND BED SHEETINGS

HOW GREAT THE REDUCTIONS ARE MAY BE LEARNED FROM THE FOLLOWING LIST.

All 65c Bed Sheets marked down in this sale to..... **36c**

All 80c Bed Sheets marked down in this sale to..... **49c**

All 95c Bed Sheets marked down in this sale to..... **69c**

All 1 1/2 Bed Sheets marked down in this sale to..... **74c**

All 1 1/2 Bed Sheets marked down in this sale to..... **79c**

All Embroidered Sheets and Pillow Cases, all Sheetings, bleached and unbleached, go in this sale at cut prices.

#### A BIG SALE OF BED SPREADS

HOW GREAT THE REDUCTIONS ARE MAY BE LEARNED FROM THIS LIST, SELECTED AT RANDOM FROM OUR COLLECTION.

All 1 1/2 Bed Spreads go at, each..... **69c**

All 1 1/2 Bed Spreads go at, each..... **78c**

All 1 1/2 Bed Spreads go at, each..... **99c**

All 1 1/2 Bed Spreads go at, each..... **\$1.10**

All 2 1/2 Bed Spreads go at, each..... **\$1.23**

All 2 1/2 Bed Spreads go at, each..... **\$1.39**

All 2 1/2 Bed Spreads go at, each..... **\$1.66**

All 2 1/2 Bed Spreads go at, each..... **\$1.88**

All 2 1/2 Bed Spreads go at, each..... **\$1.98**

All 2 1/2 Bed Spreads go at, each..... **\$2.40**

All 2 1/2 Bed Spreads go at, each..... **\$2.60**

All 2 1/2 Bed Spreads go at, each..... **\$2.78**

All 2 1/2 Bed Spreads go at, each..... **\$3.40**

All 2 1/2 Bed Spreads go at, each..... **\$3.85**

All 2 1/2 Bed Spreads go at, each..... **\$3.98**

All 2 1/2 Bed Spreads go at, each..... **\$4.40**

All 2 1/2 Bed Spreads go at, each..... **\$5.20**

#### A BIG SALE OF TOWELINGS AND CRASHES

HOW GREAT THE REDUCTIONS ARE MAY BE LEARNED FROM THE FOLLOWING LIST.

10c Irish Huckaback Crashes go at, per yard..... **5 1/2c**

10c Bleached Linen Roller Crashes go at, per yard..... **5 1/2c**

12c Towelings go..... **7 1/2c**

15c Towelings go..... **10 1/2c**

16 2-c Towelings go..... **11 1/2c**

20c Towelings go..... **14c**

22c Towelings go..... **15c**

All Finer Crashes marked down in proportion.

#### A BIG SALE OF FANCY LINENS

HOW GREAT THE REDUCTIONS ARE MAY BE LEARNED FROM THE FOLLOWING LIST.

12c Battenberg Dollies go at..... **6 1/4c**

15c Battenberg Dollies go at..... **8 1/4c**

25c Madeira Dollies go at..... **19c**

35c Lace Edged Embroidered Dollies go at..... **19c**

60c Hemstitched Linen Tray Cloths go at..... **33c**

1 1/2 Embroidered Dresser Scarfs go at..... **49c**

1 1/2 Battenberg Dresser Scarfs go at..... **79c**

All Fancy Cluny Linens, all Fine Madeira Sets, all Point de Venice Linens, Mexican Drawn Work Linens marked down in proportion.

#### A BIG SALE OF ALL KINDS OF BLANKETS

HOW GREAT THE REDUCTIONS ARE MAY BE LEARNED FROM THIS LIST, SELECTED AT RANDOM FROM OUR COLLECTION.

50c White Crib Blankets go in this sale at, each..... **18c**

75c Colored Crib Blankets go in this sale, at a pr..... **48c**

90c Fancy Crib Blankets go in this sale at, each..... **59c**

2 1/2 White Wool Crib Blankets go at, per pair..... **\$1.20**

2 1/2 White Wool Crib Blankets go at, per pair..... **\$2.10**

4 1/2 White Wool Crib Blankets go at, per pair..... **\$2.90**

GREY, WHITE AND TAN SHEET BLANKETS.

Value 75c, go at..... **49c**

Value 1 1/2, go at..... **72c**

Value 1 1/2, go at..... **84c**

Value 1 1/2, go at..... **99c**

Value 1 1/2, go at..... **\$1.39**

Value 2 1/2, go at..... **\$1.78**

WHITE AND COLORED WOOL BLANKETS.

Value 2 1/2, go at..... **\$1.89**

Value 3 1/2, go at..... **\$2.60**

Value 4 1/2, go at..... **\$3.10**

Value 4 1/2, go at..... **\$3.30**

Value 4 1/2, go at..... **\$4.20**

Value 4 1/2, go at..... **\$5.20**

Value 4 1/2, go at..... **\$5.60**

Value 4 1/2, go at..... **\$6.60**

Value 4 1/2, go at..... **\$7.40**

Value 4 1/2, go at..... **\$7.90**

Value 4 1/2, go at..... **\$8.80**

Value 4 1/2, go at..... **\$9.90**

Value 4 1/2, go at..... **\$13.20**

Value 4 1/2, go at..... **\$14.60**

Value 4 1/2, go at..... **\$15.80**

Value 4 1/2, go at..... **\$16.90**

Value 4 1/2, go at..... **\$17.80**

#### A BIG SALE OF COTTON, WOOL AND DOWN COMFORTS

HOW GREAT THE REDUCTIONS ARE, MAY BE LEARNED FROM THIS LIST, SELECTED AT RANDOM FROM OUR COLLECTION.

All 1 1/2 Comforts go at..... **89c**

All 1 1/2 Comforts go at..... **\$1.18**

All 1 1/2 Comforts go at..... **\$1.69**

All 1 1/2 Comforts go at..... **\$1.88**

All 1 1/2 Comforts go at..... **\$2.10**

All 1 1/2 Comforts go at..... **\$2.60**

All 1 1/2 Comforts go at..... **\$3.15**

All 1 1/2 Comforts go at..... **\$3.60**

All 1 1/2 Comforts go at..... **\$3.98**

All 1 1/2 Comforts go at..... **\$4.40**

All 1 1/2 Comforts go at..... **\$4.98**

All 1 1/2 Comforts go at..... **\$5.80**

All 1 1/2 Comforts go at..... **\$6.60**

SILK COVERED COMFORTS

Value \$6.00, go at..... **\$4.40**

Value \$8.50, go at..... **\$6.60**

Value \$10.00, go at..... **\$7.90**

WOOL COMFORTS.

Value 1 1/2, go at..... **\$3.60**

Value 1 1/2, go at..... **\$5.80**

ALL DOWN COMFORTS.

Value 1 1/2, go at..... **\$4.98**

Value 1 1/2, go at..... **\$6.60**

Value 1 1/2, go at..... **\$8.40**

Value 1 1/2, go at..... **\$10.20**

Value 1 1/2, go at..... **\$14.60**

Value 1 1/2, go at..... **\$16.90**

Value 1 1/2, go at..... **\$19.80**

### Six Great Special Values to Introduce the New Dress Goods for Fall

- New Plaid Dress Goods and Herring Bone Striped Suitings, in all the new and staple colorings, 38 inches wide, sale price, a yard..... **45c**
- Hemstitch, All Wool, fine soft quality, all colors, 38 inches wide; sale price, a yard..... **70c**
- New Striped Chiffon Wool Taffets, elegant soft draping quality, in all colors, with self-toned stripes, 46 inches wide, sale price, a yard..... **90c**
- New Herringbone Cheviots, 44 inches wide, extra strong, heavy quality, desirable for suits and coats, in all colors, sale price, a yard..... **\$1.10**
- New Wool Poplins, 46 inches wide, in a fine corded fabric, very dressy and suitable for gowns, skirts and waists, in all colors, sale price, a yard..... **\$1.25**
- Fancy Serge, 54 inches wide, a splendid hard-twisted and well-woven fabric; will give long wear; in solid colors, with fine white hair-line stripe, sale price, a yard..... **\$1.65**
- Chiffon Broadcloth, elegant, fine quality, chiffon finish, in all the staple and new colorings, 54 inches wide; regular 2 1/2 quality, special, a yard..... **\$1.95**
- Heavy Wool Cheviot, 54 inches wide, a high-class material; very stylish for coats, suits and skirts; sale price, a yard..... **\$2.25**



### ALLURING VALUES TO INTRODUCE The New Fall Tailored SUITS, DRESSES & COATS

STYLES SPLENDIDLY ILLUSTRATING THE TREND OF FASHION OUR STOCK IS MOST COMPLETE FOR AN ADVANCE SHOWING. THE VARIETY HAS NEVER BEEN SO GREAT THIS EARLY IN THE SEASON. HERE YOU WILL FIND THE NEWEST CREATIONS IN POPULAR-PRICED GARMENTS, AS WELL AS EXTREME NOVELTIES IN DOMESTIC AND IMPORTED MODELS.

#### LADIES' AND MISSES' TAILORED SUITS

All that is best in both home and foreign ideas of fashion finds its fullest expression in our extensive line of Ladies' and Misses' Tailored Suits this fall. The fabrics are of the choicest products in novelty effects, as well as serges and broadcloths. The distinctiveness of our line, combined with the assortment of prices should make our Suit Section, indeed, an attractive center.

The Prices Range—\$14.50, \$17.50, \$25.00, and up to \$75.00,

#### LADIES' AND MISSES' FALL DRESSES

Never before have we brought forth such a line so varied in design, so correct in every detail, as we are showing this fall on Ladies' and Misses' Dresses. The materials are of cloth, voile, silk, satin, chiffon and fancy poplins, in the newest weaves.

The Prices Range—\$7.50, \$12.50, \$15.00 and up to \$75.00.

#### LADIES' AND MISSES' FALL COATS

The best display we ever made in Ladies' and Misses' Popular-Priced Coats, all nobby, original designs, in the recognized acceptable styles, of diagonal materials, serges and various novelty weaves.

The Prices Range—\$8.50, \$13.50, \$15.00 and up to \$35.00.



### September Sale of Embroideries

An immense assortment of the most wonderful values it has ever been our good fortune to offer to the Salt Lake public. Inspection of these offerings will convince you that it will pay you handsomely to buy some of these though you don't use them until spring.

- 40c CORSET COVER EMBROIDERIES, 19c
- Corset Cover Embroideries, 18 inches wide, in a variety of pretty patterns, go at, per yard..... **19c**
- 65c CORSET COVER EMBROIDERIES, 35c
- Beautiful designs worked on fine cambric or swiss, greatest variety of pretty designs, in excellent 65c qualities, at..... **35c**
- 1 1/2 CORSET COVER EMBROIDERIES AND FLOUNCINGS AT 40c
- 18-inch Corset Cover Embroideries and Flouncings, embroidered all over in the newest and prettiest designs, patterns and qualities you can't duplicate for less than \$1.00, on sale at..... **49c**
- 1 1/2 GRADES 27-INCH FLOUNCINGS AT 45c
- Fine Swiss Embroidered Flouncings, 27 inches wide, for children's dresses, etc.; a magnificent line of beautiful patterns, in the best \$1 values on sale at, a yard..... **45c**